



## Corporate Communications

### Media Information

27 September 2018

### **A CAR TAILORED FOR THE GENTLEMAN. THE MINI CLUBMAN SAVILE ROW EDITION.**

MINI Asia and Eurokars Habitat invite drivers on a journey of sophistication with the latest special edition MINI – The MINI Clubman Savile Row Edition – now available exclusively in Singapore. In keeping with the gentleman character of the MINI Clubman, the marque’s most suave and urbane model, the Savile Row edition takes inspiration from the famed London street that introduced bespoke tailoring to the world.

“They say clothes maketh the man, but why stop at clothes? Your car is no longer just a mode of transportation, it’s an expression of your personality,” says Kidd Yam, Head of MINI Asia. “The MINI Clubman Savile Row is a sharp-suited car and the perfect fit for the connoisseur of style.

We wanted to create a special edition that combines a fine selection of materials with superb craftsmanship that would appeal to our customers in Singapore audience,” says Yam. “The MINI Clubman Savile Row Edition is a style statement through and through with refined touches and a custom design.”

#### **Savile Row design**

The MINI Cooper S Clubman Savile Row Edition is embellished with unique Savile Row livery on the bonnet, roof, doors and boot. The gentleman personified, this sleek design element gives the car a premium yet subtle look and feel.

#### **Refined touches**

Superior leather is carefully selected for the MINI Yours Lounge Leather Carbon Black seat upholstery and the MINI Yours Sport Leather Steering Wheel. Rich details complete the artisan feel on both pieces. The seats are adorned with braided welt trim, a union jack signet and Union Jack headrests, and the steering wheel is hand-finished with aluminum-coloured contrast stitching.



## Corporate Communications

### **Precision-machined wheels**

As the epitome of form meets function, the MINI Cooper S Clubman Savile Row Edition sports new 18-inch MINI Yours Masterpiece alloy wheels in Dark Spectre Grey that are crafted from a lightweight alloy with a striking high-quality burnished finish.

### **Body colours**

The MINI Cooper S Clubman Savile Row Edition comes in Pepper White, Lapisluxury Blue and Midnight Black and is now available for viewing at the Eurokars Habitat showroom.

Additional information enclosed:

1. The MINI Cooper S Clubman Savile Row Edition price.
2. The MINI Cooper S Clubman Savile Row Edition specifications.

-End-

For media enquiries, please contact:

#### **BMW Group Asia**

Corporate Affairs Department

Email: [BMWAsiaCorpAffairs@bmw.com](mailto:BMWAsiaCorpAffairs@bmw.com)

Tel: (+65) 6838 9600

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

#### **Eurokars Habitat Pte Ltd**

Jean Cheng

Assistant Marketing Manager

Tel: 6551 5518

Email: [Jean.cheng@eurokars.com.sg](mailto:Jean.cheng@eurokars.com.sg)

#### **About MINI in Asia**

MINI is headquartered and manufactured in Oxford, UK and is a brand of BMW Group. In East Asia, this iconic car is sold in Singapore, Brunei, Vietnam, New Caledonia, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these market – MINI 3 Door, MINI 5 Door, MINI Convertible, MINI Clubman, MINI Countryman, and MINI John Cooper Works.

For more information: [www.mini.com.sg](http://www.mini.com.sg).



## Corporate Communications

### About Eurokars Habitat Pte Ltd

In 2006, the first ever MINI Habitat, developed by Eurokars Group, was officially opened to the public. Voted as the best MINI Showroom in 2009 at the International MINI Dealer Conference held in London, MINI Habitat encompasses the vibrant colours, quirky designs and trademarks of the MINI brand. Currently, MINI Habitat houses the MINI 3 Door, MINI 5 Door, MINI Convertible, MINI Clubman, MINI Countryman, as well as the full range of MINI John Cooper Works.

For more information: [www.eurokarsgroup.com](http://www.eurokarsgroup.com).

MINI Habitat is located at 27 Leng Kee Road.

Operation hours:

Mon – Sat 8.30AM – 7.00PM.

Sun and public holidays 10.00AM – 6.00PM.

## 1. Price.

Model	VES Band	Retail price (at press time)
MINI Cooper S Clubman Savile Row Edition		

## 2. Specifications.

### MINI Cooper S Clubman Savile Row Edition

Four-cylinder petrol engine with MINI Twin Power Turbo Technology (turbocharging, direct injection, VALVETRONIC).

Capacity: 1,998 cc.

Max output: 192 hp at 5,000 rpm.

Max torque: 280 Nm at 1,250 rpm.

Acceleration: 0-100 km/h in 7.1 seconds.

Top speed: 228 km/h.

Average fuel consumption: 5.9 l/100 km.